

ROANOKE, VIRGINIA

The Home of Many and Varied Manufacturing, Industrial, and Jobbing Enterprises. Possessing Perfect Facilities for Economical Transportation, Roanoke Is a City of Importance—The Climate Is Delightful.

By M. F. LEWIS.

Roanoke, Va., June 20, 1912.

At last, after years spent traveling over this glorious United States, I have found the ideal city of my dreams. I wish that I were in a position to stay here forever. Being newly married, with our honeymoon days still young and Love's sweet dreams of a bungalow for two, situated in a garden spot, such as only Love's dream can conjure up, always present, I find it a hard task to tear myself away from this beautiful, delightful city. The little girl whom I promised to comfort and protect, and who chose me for better or worse, joined me in making plans for the future, and like all sweethearts since the world began, we indulged our fancy to its utmost, making dreams of Love's cottage in a garden fair with romance all around. Of course, since then I have come to a realization of the fact that life is real and full of woe; that romance beats it out the back door when the landlord knocks on the front one, but, in telling all this, it is my desire to impress my readers with the charm of Roanoke. It is the nearest approach to the city of my dreams that I have yet visited. Roanoke with its delightful surroundings and healthy climate is a veritable fairyland; its many advantages are alluring and I repeat that I could stay here forever. Content is in the air.

Viewed from every angle of what an ideal city Roanoke is one hundred per cent good. Situated in the Roanoke Valley of Virginia, the city is at its junction with the famous Shenandoah Valley, the Roanoke River flowing along its southern border. On the northwest are the Alleghenies, and to the southeast are the Blue Ridge Mountains. During the summer the humidity is always below the average, and in the winter the cold winds are tempered. From the northwest hills, invariably comes a cool breeze at nightfall, bringing an assurance of night rest.

At an altitude of nearly 1,000 feet, the average mean temperature is about fifty-five degrees, and the average rainfall about forty-four inches per year. The humidity of the city is exceptionally beautiful, the rolling nature of the country and the adjacent mountains affording a pleasing scene for the eye to rest upon in whichever direction the traveler may journey. Epidemics are absolutely unknown, and the locality is especially free from sickness. The death rate during recent years, according to mortality statistics furnished by the city authorities, has been only fourteen to the one thousand inhabitants.

Roanoke is in close proximity to a number of noted mineral springs of Virginia, whose curative properties are renowned throughout the whole country. The various secret orders are well represented, possessing a large membership that includes the city's foremost citizens. There are many prominent social clubs among which are the Shenandoah, Elks' Club, Eagles, Roanoke Country Club, Blue Ridge Gun Club, and the Roanoke German Club. In short, I can find nothing lacking here. It is the most civilized little city I have ever visited.

While the manufacturing interests of Roanoke have not yet assumed the proportions they are destined to reach at no remote time, there has been a gradual increase from year to year, especially during the past decade, as transportation facilities and the building of new lines of railway have attracted the attention of manufacturers to Roanoke as a distributing point for all classes of merchandise and manufactured articles, as well as a place where cheap power and efficient labor could be obtained.

The Roanoke Machine Works where the heavy repairs are made to engines and cars of the Norfolk and Western Railway, and where a portion of the company's rolling stock is built, is the largest industry in the city.

There are also two bridge companies, several large planing mills, flouring mills, two ice plants, a large brewery, several bottling works, two blast furnaces, two overall factories, one iron works, three marble works, a fertilizer factory, a metal culvert factory, a cotton mill, a box factory, one packing house, several large printing houses and book binderies, a barrel and stove factory, one extract and proprietary remedy manufacturer, an enamel-ware factory, an aerial tramway manufacturer, several mast, door, and blind factories, a shoe metal manufac-

tory, a candy factory, several cigar factories, as well as numerous smaller industries.

Roanoke is recognized as an important distributing point for all classes of merchandise. The retail stores of Roanoke carry a full and attractive line of merchandise as are to be found in any city of the size in the country.

They are lighted in nearly every instance with electricity, and are fitted up with all modern furnishings and conveniences.

There are published in Roanoke three daily newspapers—the Roanoke Times, the Evening World, and the Evening News, which rank among the foremost journals of the country.

Within the corporate limits of Roanoke are twenty-seven churches for the accommodation of the white population and ten churches for the colored people.

The school facilities and general educational advantages afforded by a city are always matters of prime consideration to parents who contemplate removal to a new community, as these advantages are an almost infallible index to the social and material progress of a city.

Well provided with schools herself, Roanoke is within easy reach of institutions of higher learning, which offer the finest opportunities to secure a liberal education.

Roanoke is fortunate in possessing several large tracts of land owned by the city and is located in the southwestern part of the city, on the bank of the Roanoke River.

Elmwood Park, which is centrally located, was purchased by the city in the spring of 1911, for the sum of \$150,000. Its grounds are spacious, and it is conveniently situated, being easily accessible from all parts of the city, the street car line passing by its Jefferson Street frontage.

Highland Park comprises over forty acres and is located in the southwestern part of the city, on the bank of the Roanoke River.

Melrose Park, located in the northwest corner of the city, is of smaller dimensions, but is an ideal place for recreation.

Besides these three public parks there is Mountain Park, owned by the company operating the street railway line, and there is also a pleasure resort on the top of Mill Mountain, reached by an incline railway.

These various resorts, with their accessories for recreation and amusement, furnish Roanoke's population ample opportunity for out-of-door recreation.

The advantages offered by Roanoke in the way of hotel facilities are exceptional. The hotels of the city are commodious and well kept, and are able to take care of a large transient business.

State conventions of various kinds are frequently held in Roanoke on account of the excellent hotel facilities. Few cities of the size are so well supplied with hotels equipped with all modern furnishings and conveniences, and able to handle the volume of business that can be taken care of by the hotels of Roanoke.

No better evidence of the steady and continued growth of Roanoke can be found than an examination of the books of the Commissioner of the Revenue, which shows the increase of the assessed valuation of real and personal property, including fiduciary, bank, and corporation taxable values from the time the city changed its name from "Big Lick" to "Roanoke."

In 1901: \$1,640,000.
In 1911: \$4,344,212.
Increase in past ten years, \$2,704,212.

Permits issued for buildings for the past twelve years show that new buildings have been erected and repairs to old ones to the number of 4,029, at a total estimated cost of \$3,100,000.

In ten years the post-office receipts increased nearly 200 per cent.

The total bonded indebtedness is \$1,285,000 and there is in the sinking fund to the credit of the bond account the sum of \$135,000. On January 1, 1911, the value of public buildings, lands, and parks was \$852,541.51, of which the public school buildings represent \$485,825. Including the items of public buildings and new parks the value of lands, buildings, and parks has reached the sum of \$1,285,000.

The tax rate which obtains is \$1.60 on each \$100 of assessed property valuation, based on a fair, conservative estimate of value, and is divided as follows: City tax, 21; school tax, 25 cents; State tax, 25 cents. Total, \$1.60, which is the lowest tax rate of any city of like size in Virginia. The average rate of interest on outstanding bonds is about 4 1/2 per cent.

Roanoke has never defaulted on payment of interest on her bonded indebtedness.

Through the courtesy of Messrs. George S. Jack and E. B. Jacobs, publishers of the "History of Roanoke County and

Roanoke City," published under date of January 1, 1912, and copyrighted by them, The Washington Herald is permitted to use some compilations from this publication.

The history referred to, and from which the data is taken, is a neatly bound volume, beautifully illustrated, and has received the highest encomiums from the local press. George S. Jack, one of the authors, is a well-known newspaper man of Roanoke, while E. B. Jacobs organized and was for seven years secretary of the Roanoke Chamber of Commerce. He is now secretary and treasurer of the Virginia Audit Company.

The Norfolk and Western Railway Company.

As the outgrowth of the Norfolk and Petersburg Railroad, built in 1851, and traversing a section of the country teeming with rich future possibilities, the Norfolk and Western Railway stands to-day as one of the great trunk lines of the country and one of the greatest factors in the upbuilding of Roanoke, where its general offices are located.

The influence which the building of a railroad exerts in the development of the section of the country traversed by its lines, and the substantial benefits accruing therefrom, cause the great transportation companies of the land to be recognized as most prominent factors in the expansion of commerce and industry.

The interests of the railroads and those of the manufacturer, merchant, mechanic, and farmer are so closely interwoven that the effect of the increase or diminution of the traffic of these huge arteries of trade is immediately reflected in conditions pertaining to every class of business. The part taken by the Norfolk and Western in the development of the territory contiguous to its lines is a striking illustration of the impetus given to the city of Roanoke.

Of all the factors which have contributed to the upbuilding and expansion of the various business interests of the city and towns located on its lines, and in the development of the resources of

the section of the State which it traverses, the Norfolk and Western Railway stands pre-eminent.

The formation and construction of this important system of railway has had a marked effect upon every phase of human endeavor throughout the great Southwest. Vast regions of forest and wilderness have been transformed into productive fields, and the whole section is teeming with industry of every character. In fact, Southwest Virginia has developed and become enriched far beyond the imagination of those who took the initiative in the projects of railroad construction culminating in the present trunk line extending from the granaries of the Middle West to its terminals on the Atlantic Coast.

The policy of the company is a progressive one, and each section traversed by its lines is accorded cordial co-operation in all matters of material development; every inducement compatible with good business judgment being extended to attract and foster industries along the line of the road.

The road itself, with all of the wonderful resources of the country through which it runs, is advertised on an extensive scale in publications currently issued, and by this means many desirable settlers have been attracted to Virginia farms and communities.

The equipment, service, and regulations of the company are first class in every particular, and the track is excellently ballasted and laid with the best heavy steel rail obtainable.

Its leading officials have always been ready and willing to co-operate with the public in matters concerning the upbuilding of cities and towns along its lines, and the uniform courtesy and interest manifested have contributed in a marked degree in cementing together the

adoption of a new constitution in 1904, Mr. Seifert was elected a member of the Board of Aldermen, which office he held continuously, being made president of the higher branch of Council in 1910. By virtue of that position, when a vacancy occurred in the Mayorship, he was advanced to that office, which position he has filled most satisfactorily for several months. He stands for the city's best interests and advancement in all lines, and is untiring in his faithful application to the welfare of the people of Roanoke.

Virginia College for Young Women, Roanoke, Va.

Virginia College was founded in 1883 by Dr. William Anderson Harris, who for twenty years was president of the Wesleyan Female Institute in Staunton, Va. Since the death of Dr. Harris in 1905, the College has been under the able management of his two daughters, Miss Mattie P. Harris and Mrs. Gertrude Harris Boatwright, who have been assisted in the management by a large and able faculty, composed of men and women who have been educated in the leading colleges and universities of this country and Europe.

The college is situated half a mile from Roanoke, on a gradual slope of a beautiful mountain, the students enjoying all the advantages of a country life, yet having easy access by electric cars to all parts of the city, with none of the disadvantages of city life.

Under the eye of a skillful architect, and aided by the experience of over thirty years in observing the advantages and disadvantages of college buildings, this college is constructed upon the latest style of school architecture, with special reference to the safety, health, comfort and convenience of the students. The college has a frontage of 223 feet, with two wings at either end extending back 100 feet. The buildings contain a large auditorium, study hall, dining-hall, parlors, offices, music rooms, lecture rooms, chemical and domestic science laboratory, reading room, art studio, infirmary, teachers' and family rooms. The students' dormitories are arranged for two in a room, with a few larger rooms with three pupils in each; on every floor are bath rooms with hot and cold water.

An important feature in the construction of the college buildings relates to the preservation of the health of the students. To this end, every part of the building, including all the halls and class rooms, are kept at all times at a uniform temperature. The students can pass to all lecture and music rooms, to dining rooms, chapel, study halls, art studio, infirmary and to all rooms in the buildings, without exposure to cold drafts or to outdoor weather.

Virginia College has about 150 students, from over thirty States, and several foreign countries, which establishes the fact that the college is widely known.

Central Business College.

The reputation of the Central Business College insures those taking any one of the courses the most thorough training. The teachers, the methods, and the equipment of the college are all of the best. The aim in every case is to teach the pupils just the things which will be most useful to them in their future business careers. The courses of study that may be taken in either day or night school are as follows: Commercial course, penmanship, shorthand, stenographic course, and bookkeeping course. Students are also prepared for civil service examination. A choice of the three greatest systems of phonography, viz., Chatter, Gregg, and Shorthand, is taught. The famous budget system of bookkeeping is taught. All shorthand text-books are furnished students free of charge.

Mr. T. S. Spradlin, president of the college, has prepared young men and women for professional careers who are holding positions in Washington, D. C., Kentucky, West Virginia, Ohio, and other States. Some of his stenographers have



SYLVESTER P. SEIFERT,
Mayor of Roanoke.

Interests of this great corporation and those of the vast section of country which it so ably serves.

Mayor Sylvester Paul Seifert.

Mr. Seifert was born in Lebanon, Pa., on September 2, 1869. In 1890 he came to Roanoke, where he found employment in the car shops of the Norfolk and Western Railway. So faithful was he to his duties that at the end of seven years he was promoted to the position of assistant foreman. He soon became identified with the city of Roanoke, and in May, 1907, was elected a member of the City Council, which office he held for fifteen years. He served that body in the capacity of vice president three years and presided for a portion of one term. When the dual form of government was adopted for Roanoke, through

written as many as 204 words a minute. Positions are guaranteed all students who complete any of the courses and qualify for work.

Hotel Roanoke.

The city of Roanoke can claim the distinction of having, in the Hotel Roanoke, an institution which ranks among the best in the land, and which has been identified with the progress of the city throughout its entire history. This famous resort was first opened in 1882 with forty-five rooms. It has been enlarged from time to time, and to-day contains ninety-four rooms. The building is situated on an eminence from which the city can be viewed, as well as a large part of the Roanoke Valley for miles around, being the center of a panoramic display of unusual beauty. The grounds comprise ten acres, with broad, well-kept walks and driveways, and beautiful flowers and shrubbery in evidence on every side. The hotel is renowned for its excellent table, as discriminating care is exercised in the purchase of the best supplies obtainable, while a first class chef attends to the preparation. Mr. Fred E. Foster, proprietor, is a hotel man of wide experience. His first connection with the hotel business in Virginia was in 1887 when he had charge of the hotels and eating rooms at the stations on the Norfolk and Western lines.

Hotel Shenandoah.

One of the leading European hotels of Virginia is the Shenandoah, recently erected by J. S. Perry and under the management of W. T. Barbour, a popular Virginia hotel man. The hotel contains 101 rooms; all with running water and most elaborately furnished, and practically every room has outside exposure, as the building runs the full length of the block and is open on all sides. In connection with the hotel is the restaurant, having superior a la carte service, club breakfast, and table d'hôte luncheon. The hotel fronts on Campbell Avenue, Roanoke's main thoroughfare, and is but one block from the Norfolk and Western Station. Its convenient

location, superior service and delightful rooms, with such attractions as the pool room, \$5.00 grill, sample room, &c., makes the Shenandoah the popular stopping place for the initiated among the traveling public.

Among the many advantages that the people of Roanoke are blessed with none are more important than the facilities for caring for the sick and wounded. The Lewis-Gale Hospital, erected in 1910 by Drs. Lewis and Gale, is an attractive five-story brick structure, conveniently situated on a beautiful residence street sufficiently removed from the noise of the city traffic. It has a capacity of thirty private rooms, all arranged and fitted with the most modern equipment for the care and comfort of the patients. The operating room is one of the most complete in the South, being fitted with every convenience necessary to facilitate the handling of patients. The laboratory is newly equipped, and is under the able direction of Dr. J. D. Willis. The nurses' home is very conveniently arranged, and is a factor of great importance, as all corps of specially selected graduate nurses are constantly in attendance. Dr. S. S. Gale has recently acquired the interests of the estate of Dr. Lewis and is now sole owner of the hospital. Dr. Gale, who has been a practicing physician in Roanoke for twelve years, has withdrawn from general practice and is devoting his entire attention to general surgery and office practice, making a specialty of surgery and a few select medical cases. He is a division surgeon for the Norfolk and Western Railway, and is recognized as one of the most skilled surgeons in Southwest Virginia. At the end of the second year the hospital admissions show an increase of

more than 30 per cent over the preceding year. The officers are: Dr. S. S. Gale, surgeon in charge; Dr. J. D. Willis, physician to the hospital; Dr. J. Warren Knepp, assistant surgeon; Dr. Tom Durkin, anesthetist; Dr. S. B. Carey, resident intern. The hospital has a very good ambulance service.

Blue Ridge Springs.

In a sheltered nook near the summit of the Blue Ridge, the queen of the American mountain ranges, immediately by the Norfolk and Western Railroad in Botetourt County, Va., there bursts from its granite rocks a fountain of mineral water containing rare, beneficial, medicinal qualities. Adjacent to these health giving waters has grown up a summer resort at which persons of widely different tastes, and from all parts of the Union assemble, each finding some special pleasure that contributes to his comfort. Those of every mind may find entertainment at this famous summer resort, from the devotee of the dance to the pedestrian, the horseman, the artist, or the athlete. One favorite point of pilgrimage is to the top of Wild Cat Knob, a bold promontory a mile distant, from which an extensive view of the rich Roanoke Valley may be had. There is a long, winding, wild ravine that begins near the hotel that would furnish an artist with innumerable "subjects."

For the past thirty-nine years it has been the earnest aim of the management to furnish a model summer resort, where cultured and refined people can assemble and mingle to enjoy the fine mountain climate. A comfortable library and writing room, also a spacious room for card parties or public gatherings are furnished the guests. Private baths have recently been added to many rooms. The season opened June 1 to continue through October.

T. R. Tillett.

T. R. Tillett, of Roanoke, has recently announced his candidacy for Congress from this district. He is a well-known resident of Roanoke, having resided here since 1890, during which time he has filled the offices of Deputy Clerk of the Corporation, City Sergeant or Sheriff, and Commissioner of Accounts of the Circuit Courts. Mr. Tillett is a member of the Odd Fellows, Elks, Redmen, Knights of Pythias, Mystic Chain, and several other fraternal orders. He has always been actively engaged in contributing to the welfare of the people of Roanoke, and is now a man in the prime of life. He is an active director in the City National Bank, and interested in several manufacturing establishments employing labor, and has always been kindly disposed toward those who have to earn a living by manual labor, and many philanthropic deeds he has shown to those in need during his period of residence in this city. Mr. Tillett is both the poor and the rich man's friend.

The National Exchange Bank.

This bank was organized May 7, 1893. The original capital of \$100,000 has been increased several times, and to-day the bank presents there figures, which speak for themselves: Capital, \$300,000; surplus, \$200,000; undivided profits and reserve fund, \$125,000; deposits over \$3,000,000, and total resources over \$4,000,000. It ranks among the leading financial institutions of the South, and has the distinction of being a "roll of honor" bank, this term being applied to a bank possessing surplus and profits in excess of its capital. The bank has grown to such an extent that they are now erecting a white marble bank building opposite their present quarters, which building will be used exclusively for banking. They expect to occupy their new building about December 1. The cost of the new building and site will be about \$200,000. The bank is the designated depository of the United States, State of Virginia, City of Roanoke, County of Roanoke, as well as some

of the largest railroads and corporations in Virginia. The present officers are: J. B. Fishburn, president; L. H. Cooke, and Edward L. Stone, vice presidents; E. B. Spencer, cashier, and T. L. Engleby, assistant cashier.

City National Bank.

This bank was chartered six years ago and its continuous substantial growth during that time is indicative of the progress made in all lines of business in Roanoke within the past ten years. In addition to the general banking business done there is a savings department which pays 4 per cent interest on time deposits. Its capitalization is \$300,000, with surplus and undivided profits amounting to \$50,000 and deposits in excess of \$300,000. The officers of the bank are Hon. John W. Woods, president; D. M. Taylor and Ballard Huff, vice presidents, and N. W. Phelps, cashier. These gentlemen have filled these offices since the bank was organized and they are well qualified to manage with judgment and precision the duties entrusted to them. The great courtesy and interest shown the public by the members of this bank have won friends for the institution and added greatly to its popularity.

Vinton-Roanoke Water Company.

The Vinton-Roanoke Water Company is owned and operated by wide-awake, progressive business men of Roanoke. Many improvements have been made in the past three years by parking and planting in blue grass the thirteen hundred acres of the watershed, which are also patrolled to prevent trespassing, and are thus kept in a sanitary condition. The water is pure, free from lime, and is used by the manufacturers as well as by hundreds of families in Roanoke, and a tunnel 2,000 feet long has recently been completed through the spur of the Blue Ridge Mountains, which adds two and a half million gallons of spring water to the original supply. The present reservoir is 750 feet above the city, and the water is brought to the city through ten-inch mains. There is a growing demand for this water on account of its softness and purity.

The officers of the company are: C. Markley, president; Judge J. W. Woods, vice president; Claude Moore, secretary; S. C. Markley, sanitary engineer, and Hugh M. McGee, superintendent of construction.

The Model Garage.

This garage was established in 1903, and is one of the finest and best equipped garages in the South. It is said to be the only thoroughly fireproof automobile garage in Virginia, and it is one of the stops on the national highway between New York and Atlanta. It is equipped with turntables, electric elevator, individual lockers, up-to-date repair shop with modern machinery, drop pits, and traveling crane, ladies' resting room, &c., and a complete line of accessories and tires is always in stock. This company has the agency for several of the leading cars on the market, some of which are Packard, Chalmers, Hupmobile, and Buick. The manager of the company is William C. Bringham. The proprietor, J. H. Marsteller, president of the local automobile club and a director of the A. A. A., is one of the best-known men in this section, and is connected with many of the leading automobile associations of the country.

Roanoke Gaslight Company.

The gas interests of Roanoke are cared for by the Roanoke Gaslight Company, a new corporation, which has recently taken over the gas end of the old Roanoke Gas and Water Company. The new company is operated by the C. H. Getz Company, of Philadelphia, an organization that owns and operates a number of



New Home of National Exchange Bank, now in course of construction, Roanoke, Va.

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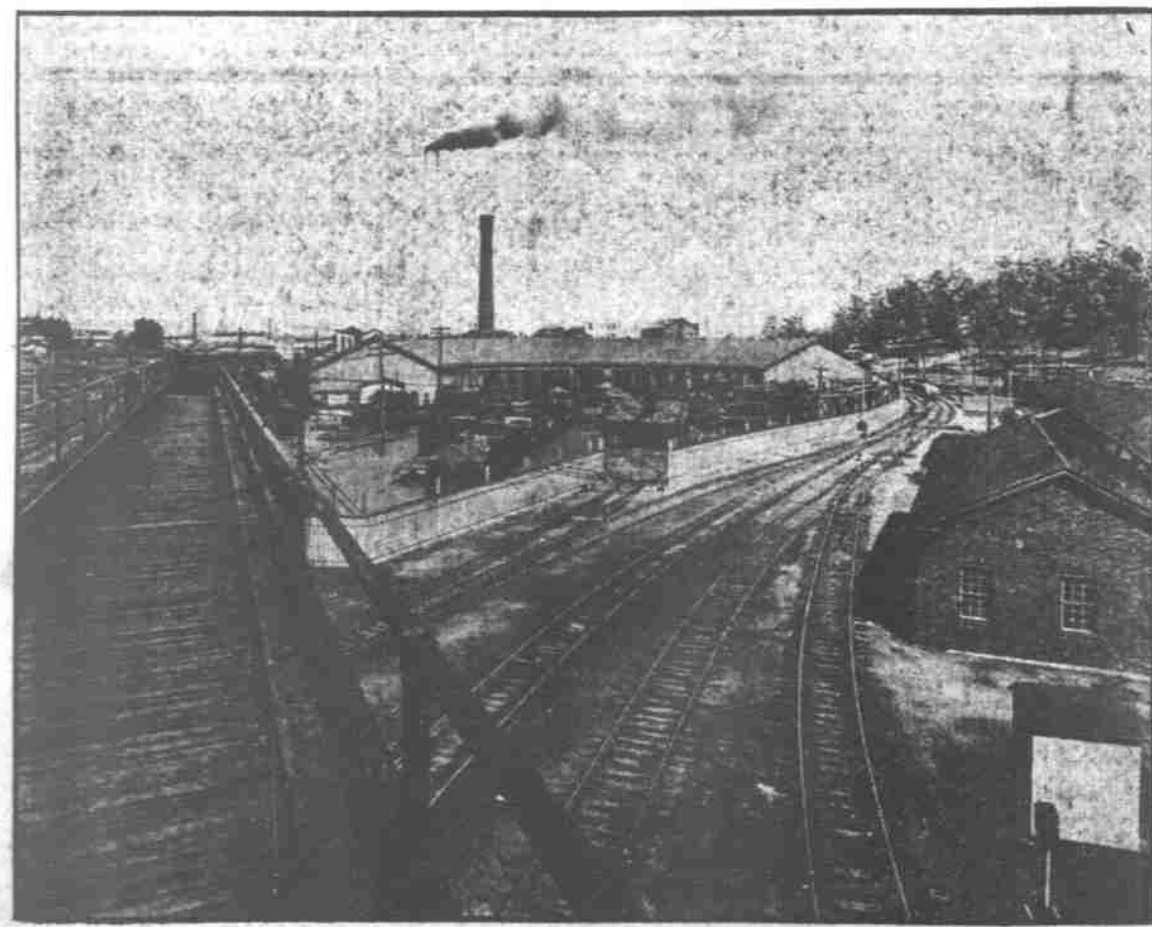
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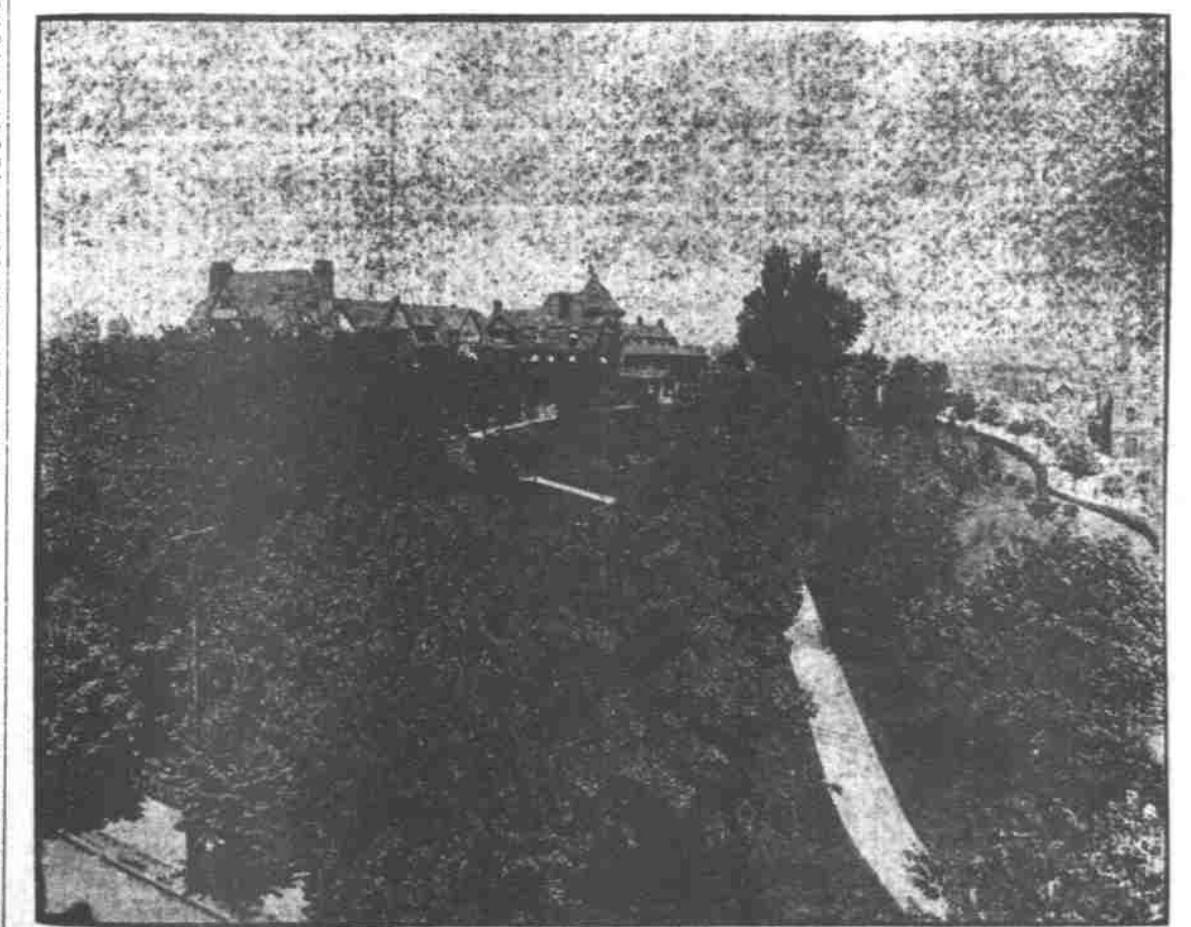
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Partial view of Norfolk and Western Railroad Company's shop, Roanoke.

Photo by Davis.



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